

Rep Order# 8883317 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 37603

Printed: 10/16/2012 11:32 AM  
Last Received: 10/16/2012 11:07 AM  
Showing Buylines: All Lines

1 of 5

Station KLAS-TV LAS VEGAS  
Advertiser ( ) DCCC / HORSFORD  
Product HORSFORD/DCCC  
Estimate# 2102  
Buyer JESSE DEMASTRIE  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 143/149/2102  
Flight Dates 10/16/2012 - 10/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK  
TOTAL - \$44,925

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	TU-F,M	500A-600A		:30	\$225.00	10/16-10/22	3	1	3	\$675.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*2	TU-F,M	600A-700A		:30	\$275.00	10/16-10/22	3	1	3	\$825.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*3	TU-F,M	700A-900A		:30	\$200.00	10/16-10/22	3	1	3	\$600.00	
				Buyline Comment: EARLY SHOW								
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*4	TU-F	900A-1000A		:30	\$275.00	10/16-10/19	2	1	2	\$550.00	
				Buyline Comment: KELLY								
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								

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	*5	TU-F	1000A-1100A		:30	\$1,575.00	10/16-10/19	1	1	1	\$1,575.00	
				Buyline Comment: PRICE								
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*6	TU-F	1100A-1200P		:30	\$1,925.00	10/16-10/19	1	1	1	\$1,925.00	
				Buyline Comment: Y & R								
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*7	TU-F	1200P-1230P		:30	\$275.00	10/16-10/19	3	1	3	\$825.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*8	TU-F	1230P-200P		:30	\$1,315.00	10/16-10/19	1	1	1	\$1,315.00	
				Buyline Comment: SOAPS/DEAL								
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*9	TU-F	200P-300P		:30	\$1,315.00	10/16-10/19	1	1	1	\$1,315.00	
				Buyline Comment: TALK								
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*10	TU-F	300P-400P		:30	\$375.00	10/16-10/19	2	1	2	\$750.00	
				Buyline Comment: ELLEN								
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								

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	*11	TU-F	430P-500P		:30	\$350.00	10/16-10/19	3	1	3	\$1,050.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*12	TU-F	500P-630P		:30	\$400.00	10/16-10/19	3	1	3	\$1,200.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*13	TU-F	630P-700P		:30	\$325.00	10/16-10/19	1	1	1	\$325.00	
				Buyline Comment: INSIDE ED								
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*14	TU-F	700P-800P		:30	\$350.00	10/16-10/19	1	1	1	\$350.00	
				Buyline Comment: ET/SINDER								
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	15	TU-F	1100P-1135P		:30	\$600.00	10/16-10/19	2	1	2	\$1,200.00	
				Buyline Comment: NEWS								
	*16	TU-F	1135P-1237A		:30	\$275.00	10/16-10/19	0	0	0	\$0.00	
				Buyline Comment: LETTERMAN								
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*17	TU-F	1237A-137A		:30	\$125.00	10/16-10/19	0	0	0	\$0.00	
				Buyline Comment: C FERGUSON								
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								

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	*18	M	1030P-1100P		:30	\$325.00	10/22-10/22	1	1	1	\$325.00	
				Buyline Comment: INSIDE EDITION								
				V3 Added								
	*19	M	1000P-1030P		:30	\$350.00	10/22-10/22	1	1	1	\$350.00	
				Buyline Comment: ET								
				V3 Added								
	*20	M	900P-1000P		:30	\$2,100.00	10/22-10/22	2	1	2	\$4,200.00	
				Buyline Comment: HAWAII FIVE O								
				V3 Added								
	*21	TU	900P-1000P		:30	\$12,000.00	10/16-10/16	1	1	1	\$12,000.00	
				Buyline Comment: NCIS: LA								
				V3 Added								
	*22	TH	800P-900P		:30	\$9,450.00	10/18-10/18	1	1	1	\$9,450.00	
				Buyline Comment: BIG BANG/TWO HALF MEN								
				V3 Added								
	*23	TH	1000P-1100P		:30	\$2,200.00	10/18-10/18	1	1	1	\$2,200.00	
				Buyline Comment: ELEMENTARY								
				V3 Added								
	*24	SA	530P-600P		:30	\$275.00	10/20-10/20	1	1	1	\$275.00	
				Buyline Comment: POLITICS NOW								
				V3 Added								
	*25	SA	500A-700A		:30	\$335.00	10/20-10/20	1	1	1	\$335.00	
				Buyline Comment: CBS SAT AM								
				V3 Added								

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	*26	SA	700P-800P		:30	\$220.00	10/20-10/20	1	1	1	\$220.00	
				Buyline Comment: ET WEEKEND								
				V3 Added								
	*27	SA	1200P-400P		:30	\$1,050.00	10/20-10/20	1	1	1	\$1,050.00	
				Buyline Comment: NCAA								
				V3 Added								
	*28	TU-M	400A-459A		:30	\$20.00	10/16-10/22	2	1	2	\$40.00	
				Buyline Comment: NEWS								
				V3 Added								

—REPORT TOTALS—

Report Totals: 43 / \$44,925.00

—SALES MONTHLY TOTALS—

Oct 12: 43 / \$44,925.00

Sales Totals: 43 / \$44,925.00

Station Totals: 43 / \$44,925.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$149,750	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11  
Demos RA35+